

## PHILIP MORRIS INCORPORATED

## INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Messrs. H. Cullman  
S. P. Pollack

DATE: February 15, 1984

FROM: G. C. Adkins

SUBJECT: "Death in the West"

*file  
N.R.*

Attached is a copy of a "curriculum" produced by the California Nonsmokers' Rights Foundation for distribution with copies of "Death in the West" purchased or rented from Pyramid Film & Video. Although the focus is "Death in the West", the booklet also deals with the FTC staff's May 1981 report on cigarette advertising, particularly the Brown & Williamson materials (marketing concepts for Kool and Viceroy) that were excised from the published report but later exposed in the press by Jack Anderson and others.

The version of the film distributed by Pyramid is the original, with the addition of (1) an opening statement that the film is only for "educational" use with "nonpaying" audiences, (2) a brief background statement (rolling script) about the film, (3) a closing "update" taken directly from the KRQN-TV broadcast of May 1982, and (4) a list of acknowledgments (including one to FTC member Michael Pertschuk).

The brochure advertising the film and curriculum states that "any net proceeds will be donated to the California Nonsmokers' Rights Foundation".

attachment

*gca*

cc: Messrs. T. F. Ahrensfield  
A. Holtzman  
F. S. Newman

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